

# healthcare design

healthcare design CONFERENCE  
healthcare design EXCHANGE  
healthcare design ACADEMY

## 2015 MEDIA KIT

### Whitepapers

#### Noise reduction strategies for the 21st century hospital

Historically, Florence Nightingale is credited with bringing up the issue of noise in 1860, saying "unnecessary noise, or noise that creates an expectation in the mind, is that which hurts a patient." It takes a team approach and fresh thinking to tackle the factors making today's hospitals twice as noisy as they were 50 years ago. The design community has numerous tools in their kit to bring quiet to healing.

#### Business Case for the Use of Antimicrobial Copper Touch Surfaces in Hospitals

Bacterial contamination on touch surfaces leads to Hospital-Acquired Infections (HAI). This is significant given that at any given time, an alarming 1 in 20 hospital patients have an HAI. Metallic Antimicrobial Copper touch surfaces have been proven to continuously kill disease-causing bacteria.

#### Biophilia: Designing with Nature in Mind

Now more than ever, the designed environment in healthcare is proving its increasingly vital role in the health and wellness industry. New research shows just how important investing in the designed space can be when it comes to promoting psychological wellbeing and economic responsibility.

Please register to download the White paper.

#### Transforming Aging Through Healthier Design

In November of 2012, a panel of leading aging and design experts came together at the DuPont™ Corian® Design Studio for an event titled, "Transforming Aging Through Healthier Design" for Building Innovations. The panel was moderated by Kimber

#### A Guide to ADA Signage & Wayfinding Basics

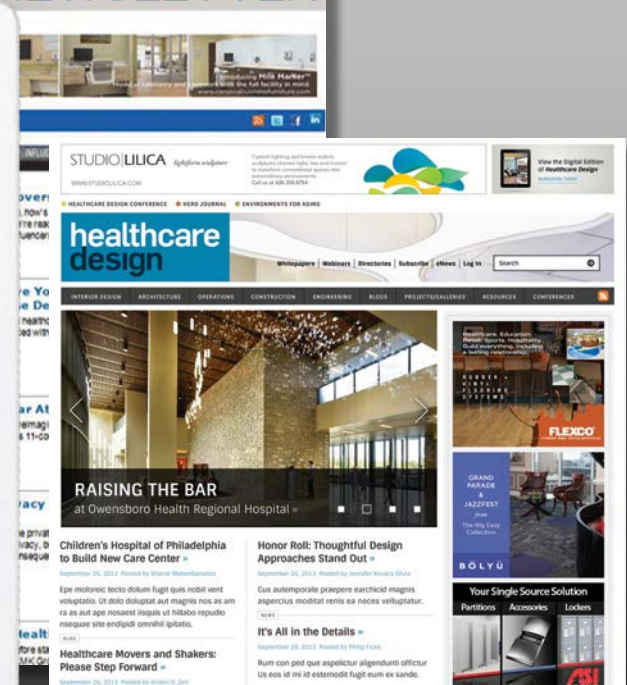
The Americans with Disabilities Act of 1990 (ADA) is a law by President George H. W. Bush, and later amended on January 1, 2008. Its basic purpose is to protect the civil disabilities in employment and access to goods and services. Inception, the ADA has had a profound affect on the sign

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healthcare design NEWSLETTER



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Jump Trading Simulation and  
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VENDOME  
HEALTHCARE  
MEDIA

[www.HCDmagazine.com](http://www.HCDmagazine.com)



# CIRCULATION AND READERSHIP

## Innovations in Healthcare Design, Architecture, and Engineering

**Healthcare Design** provides expert insight and in-depth coverage of the design, planning, architecture, and interior design of healthcare environments, delivering authoritative and timely content through multiple channels to engage and shape the industry.

In addition to its print and digital coverage, *Healthcare Design's* industry-leading conference and cost-effective webinars offer educational opportunities for earning CEUs and networking with peers. With industry partners including The Center for Health Design, AIA AAH, ASID, IFMA, and IIDA, *Healthcare Design* determines and identifies the highest levels of industry standards, honoring excellence through its annual awards and showcases.

**Deliver your message to readers you can't reach through other publications!\***

**67%** of our readers DO NOT receive *Modern Healthcare*

**48%** of our readers DO NOT receive *Health Facilities Management*

**54%** of our readers DO NOT receive *Medical Construction & Design*

**Healthcare Design** reaches **30,000+**  
healthcare design professionals with every issue\*\*

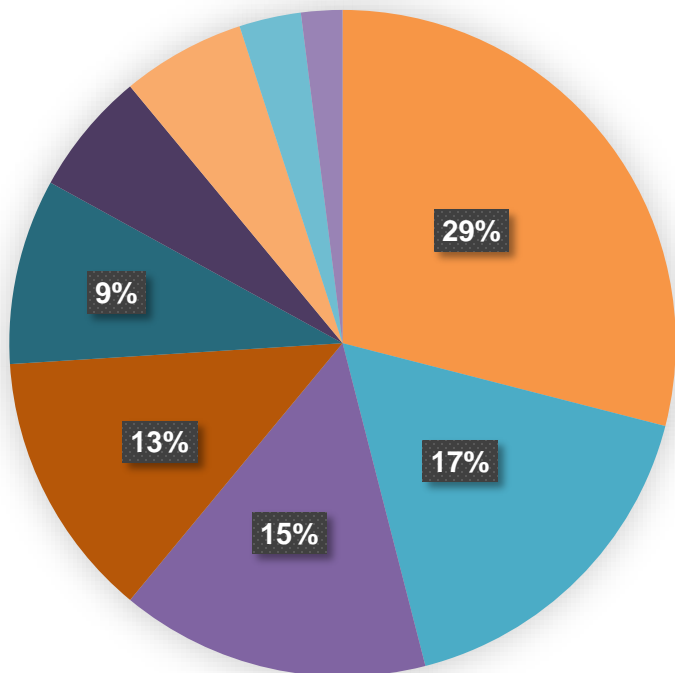
**58%** of our **30,000+** readers pass along  
*Healthcare Design* to an average of **3** people  
— making our total readership **82,200+\***



\*Readership Study, Aug 2014

\*\*Publisher's own unified audience database, Aug 2014

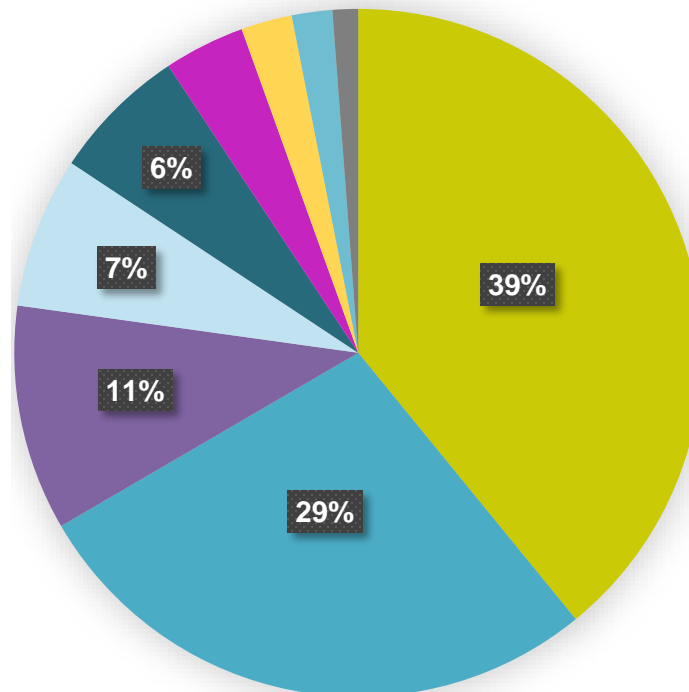
## Audience Breakdown: By Title



- Architect: 29%
- Facilities Manager/Facilities Planner/Director: 17%
- Interior Designer: 15%
- President/CEO/COO/CFO/Owner: 13%
- Administrator/Vice President/Director: 9%
- Construction Manager/Project Manager: 6%
- Contractor - Electrical/Mechanical/Other Contractor: 6%
- Consultant/Medical Planner: 3%
- Chief Engineer/Engineer: 2%

NOTE: Other includes Contractors, Maintenance, Environmental, Safety/Security, Infection Control, Technology, and others allied to the field

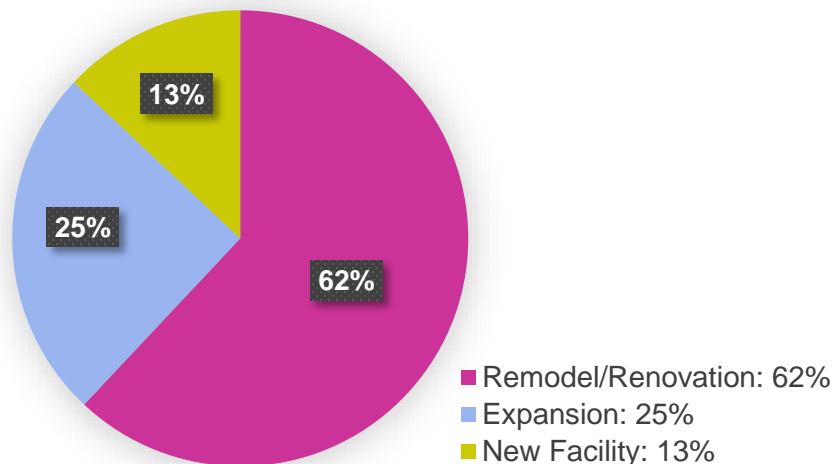
## Audience Breakdown: By Industry



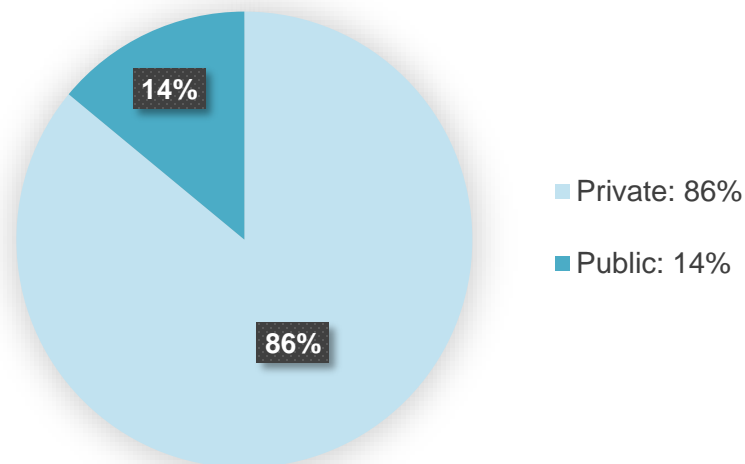
- Architectural or A/E Firm: 39%
- Hospital/Specialty Medical Center: 28%
- Interior Design Firm: 11%
- Design/Build Firm: 7%
- Other: 6%
- Contractor/Builder/Construction: 4%
- Medical Office/Clinic/Outpatient Center: 2%
- Engineering Firm: 2%
- University Medical School: 1%

## OVER 3,200 renovation/construction projects in development

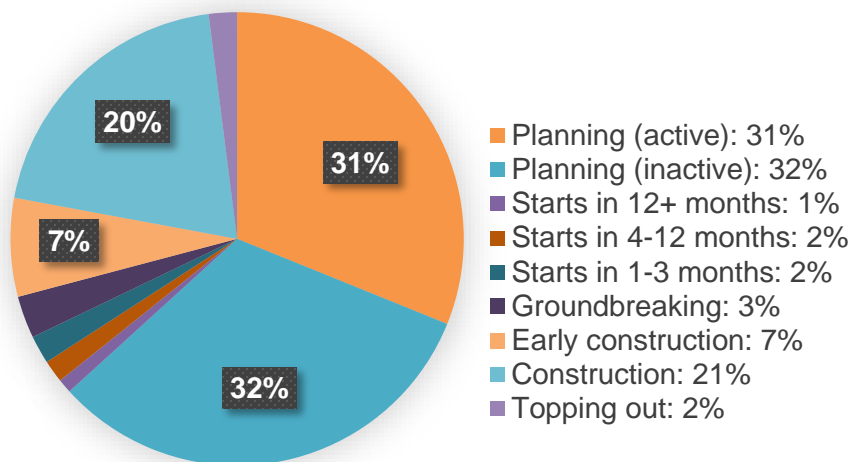
### Project Type



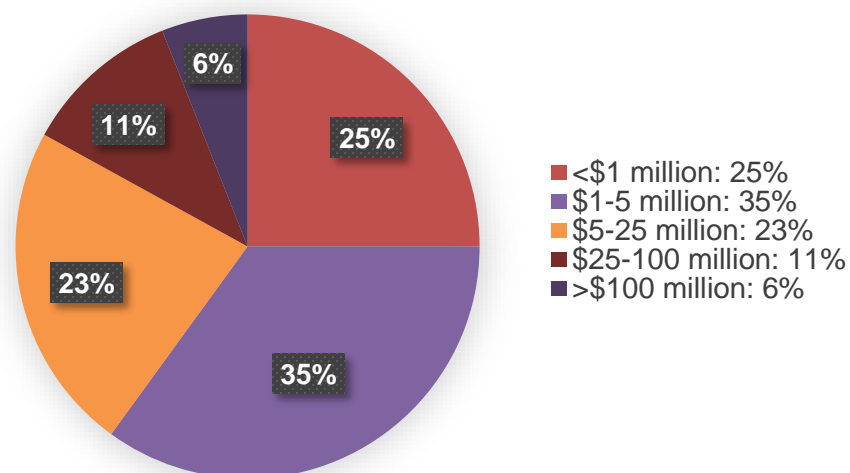
### Sector



### Stage



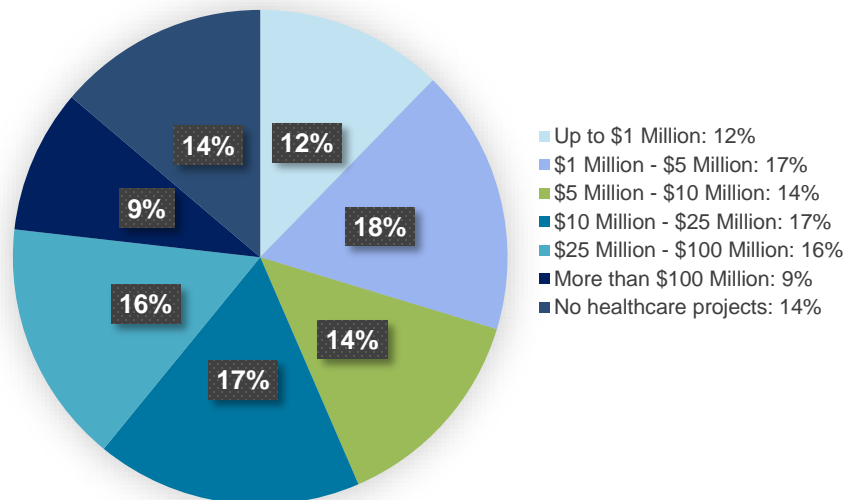
### Budget



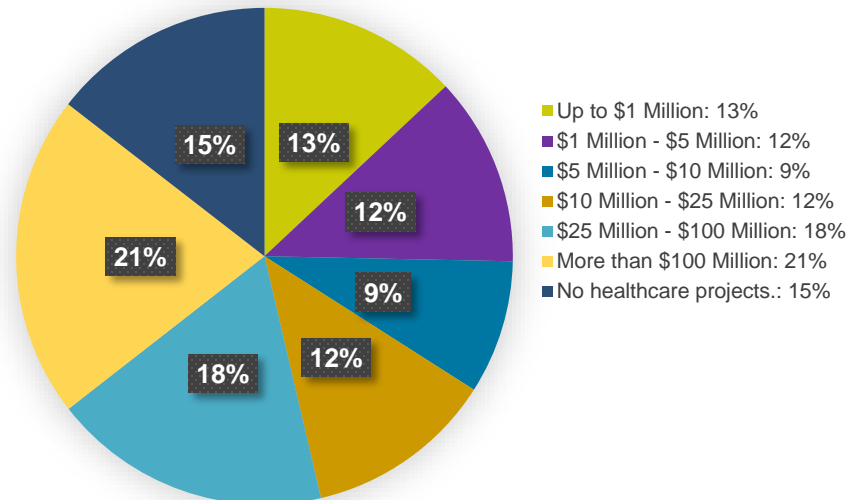


# HEALTHCARE DESIGN READERS' PURCHASING/ANTICIPATED SPENDING BEHAVIOR\*

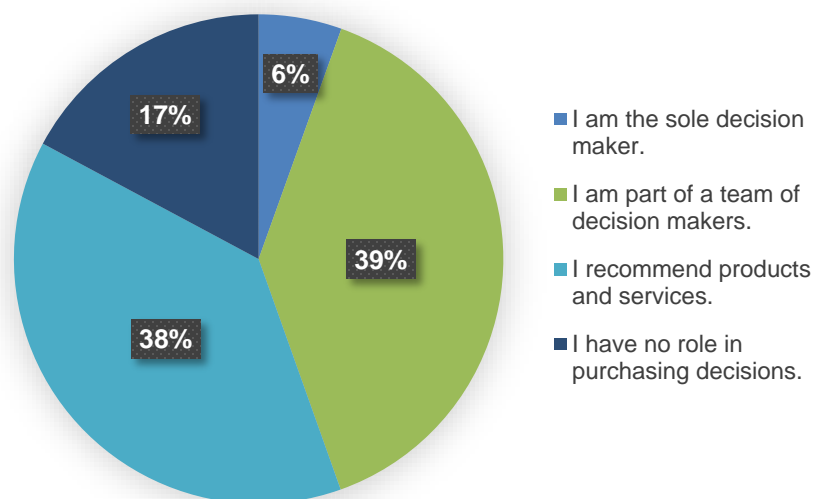
## Budget – New Construction Projects in the next 12 months



## Budget – Renovation Projects in the next 12 months



## Role in Purchasing Decisions



## % of our readers who will purchase or specify the following products:

A/V Equipment	27%	Handrails/Wall Guards	66%
Access & Security Systems	27%	HVAC	30%
Artwork	53%	Lighting	67%
Bath Equipment, Fixtures, Countertops	63%	Modular Construction	34%
Windows	50%	Power Systems	23%
Building Construction Services	31%	Renewable/Alternative Energy Systems/Controls	26%
Building Envelopes	43%	Safety/Communication Systems	32%
Building Systems	40%	Signage/Wayfinding	65%
Carpet/Flooring	73%	Sound Masking	45%
Ceiling & Wall Systems	69%	Storage Solutions	55%
Design Software	17%	Wall Coverings	67%
Doors/Hardware	65%	Window Treatments	63%
Fabrics/Textiles	67%	Other	13%
Furniture, Seating, Case Goods, Work Stations	73%		

# MARKETING CALENDAR

Jan/Feb	March	April	May	June/July	COLUMNS & DEPARTMENTS
Ad Close: 1/20	Ad Close: 2/17	Ad Close: 3/17	Ad Close: 4/21	Ad Close: 5/19	
Materials Due: 1/22	Materials Due: 2/19	Materials Due: 3/19	Materials Due: 4/23	Materials Due: 5/21	
<b>Featured content:</b> Healthcare Design Conference 2014 Review The HCD10	<b>Featured content:</b> EXCLUSIVE: Healthcare Design industry survey results  Designing acute care spaces for senior patients	<b>International Issue</b>	<b>Featured content:</b> Evolution of healthcare interiors Mastering master planning	<b>Featured content:</b> Designing research and laboratory facilities Trends in dining spaces	
<b>Show distribution:</b> ASHE-PDC San Antonio, Texas (3/15 – 3/18)	<b>Special advertising section:</b>  Corporate Profiles	<b>Featured content:</b> Roundup of new international facilities Special report: Global hot spots for your next project	<b>Special advertising sections:</b>  Directory of Interior Designers Product Showcase	<b>Baxter Ad Study</b>	
<b>Baxter Ad Study</b>	<b>Show distribution:</b> EFA Conference Baltimore (4/19 – 4/21)	<b>Show distribution:</b> AIA National Convention Atlanta (5/14 – 5/16)	<b>Show distribution:</b> NeoCon Chicago (6/15 – 6/17)		
August	September	October	November	December	
Ad Close: 7/21	Ad Close: 8/17	Ad Close: 9/15	Ad Close: 10/16	Ad Close: 11/16	<b>The Center</b> (an editorial from The Center for Health Design)
Materials Due: 7/23	Materials Due: 8/19	Materials Due: 9/17	Materials Due: 10/20	Materials Due: 11/18	
<b>Featured content:</b> Spotlight on women's and children's hospitals In-house pharmacy design considerations	<b>Design Showcase Issue</b>	<b>Featured content:</b> Behavioral healthcare trends New takes on clinic design	<b>Featured content:</b> Next chapter of cancer care On time and on budget: Understanding delivery methods	<b>Featured content:</b> Green facilities, revisited: Did the efforts pay off? Green roofs: Lessons learned	<b>Operations</b>
	<b>Featured content:</b> Healthcare Design Showcase award winners Focus on surgery spaces		<b>Special advertising sections:</b> Buyers Guide Project Watch	<b>Special advertising sections:</b> Remodel/renovation Competition and Directory	<b>Construction</b>
	<b>Special advertising section:</b> Product Showcase				
	<b>Show distribution:</b> IINDEX Canada TBD	<b>Show distribution:</b> NeoCon East TBD	<b>Show distribution:</b> HCD Conference Washington, D.C. (11/15-11/17)		
					<b>First Look</b> (back page focus on a project in progress)

TO LEARN MORE ABOUT **HEALTHCARE DESIGN** MARKETING SOLUTIONS [CLICK HERE](#)

## EVENTS

*Healthcare Design* is devoted to examining how design directly impacts the safety, operations, clinical outcomes, and financial success of healthcare facilities now and into the future.



## DIGITAL

*Healthcare Design* offers multiple avenues to boost your web traffic and improve your brand awareness.

- Buyers guide
- Category sponsorships
- Digital edition
- eBook
- Product gallery
- Run-of-site banners
- Rich media
- Vertical eNewsletter
- Weekly eNewsletter



## LEAD GENERATION

Healthcare Design's lead generation programs provide measured results on your investment and allow your company to be seen as a thought leader in the healthcare design industry.

- Event marketing/registration
- Webinar education days
- Webinars
- White papers

## PRINT

*Healthcare Design* magazine is distributed to a carefully managed circulation base and provides your company with the opportunity for cost-effective and consistent messaging that will help drive consumer attitudes and behavior.

- Print advertising
- Specialty advertising
- Annual calendar



## CUSTOM

Acting as an extension of your marketing team, the Healthcare Design custom media group offers a wealth of experience in lead nurturing, content marketing, brand development, and other marketing skills to help you achieve your business goals.

- Advertorial content
- Blog posts
- Content creation & editing
- Custom brand integration
- eNewsletter
- Events
- Video
- eBooks
- Special supplements
- Webinars
- White paper excerpt

## RESEARCH

Healthcare Design's custom research opportunities enable us to evaluate how your brand is perceived in the marketplace, identify areas for growth, or create assets to highlight your thought-leading position.

- Focus groups
- Online research



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## Leverage Today's Positive Momentum with Vendome Healthcare Media

*Vendome Healthcare Media* produces high-quality publications and premier events for professionals in today's healthcare industry. By leveraging our award-winning magazines and renowned conferences, we are able to improve the productivity and efficiency of our customers by supplying them with the tools they need to effectively—and profitably—bring their services and products to market. Backed by a team of editorial and marketing experts, *Vendome Healthcare Media* serves the needs of customers through a variety of solutions including, print, online, face-to-face engagement, and more.



*Environments for Aging* is the only industry conference and publication focused on innovative concepts and resources for creating attractive and functional living environments for the aging baby-boomer population. The Environments for Aging Conference and Exchange provide educational and networking opportunities for architects, owners, developers, facility managers, design professionals, and government officials working to enhance the long-term care industry.

**TOTAL REACH: 34,000+\***



*Long-Term Living* provides business-building resident care information to owners, executives, administrators, and directors of nursing at assisted living communities, nursing homes, and independent living environments. Utilizing multiple media outlets, Long-Term Living's team of editors and industry experts provide strategic direction, policy commentary, clinical guidance, news, and perspectives to provide better environments for our aging population.

**TOTAL REACH: 73,000+\***